

# VISITOR INSIGHTS

## MONTHLY REPORT

BOURNEMOUTH

JUNE 2022



VISITOR | INSIGHTS

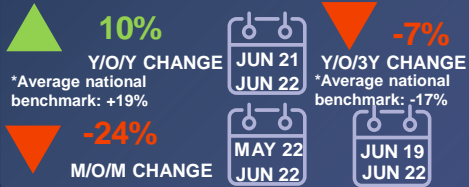
# BOURNEMOUTH HIGH STREET — JUNE 2022 SUMMARY & BENCHMARKING (JUNE 2021-22)

## TOTAL VISITS



4,514,758

VISITS TO THE HIGH STREET

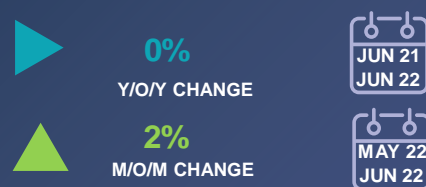


## AVERAGE DWELL TIME



206 MINS

AVERAGE TIME SPENT IN THE HIGH STREET



## PLACES VISITED



2.0

AVERAGE NUMBER OF INDOOR LOCATIONS VISITED PER TRIP



## VISIT FREQUENCY



18%

WEEKLY

32%

MONTHLY

PERCENTAGE OF WEEKLY & MONTHLY VISITORS

2%

WEEKLY

10%

MONTHLY

24%

WEEKLY

37%

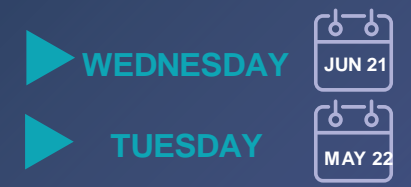
MONTHLY

## POPULAR VISIT DAY

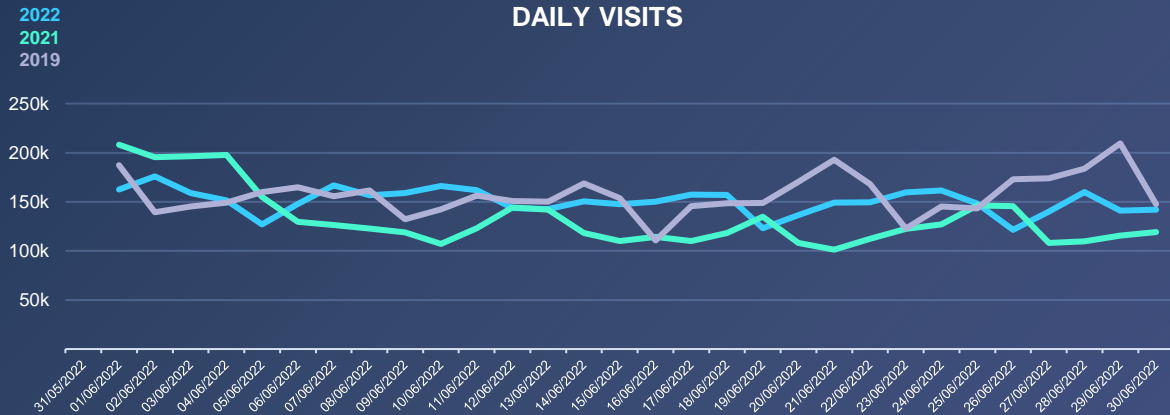


THURSDAY

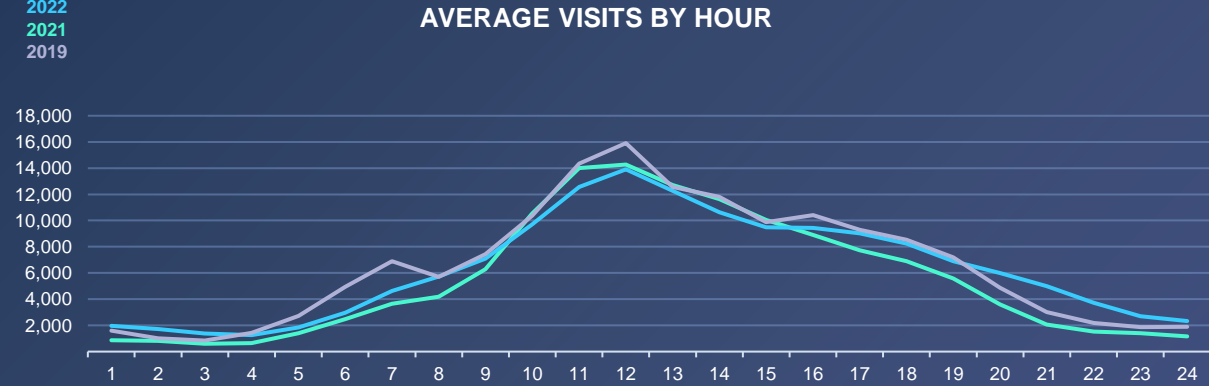
190k AVERAGE VISITS



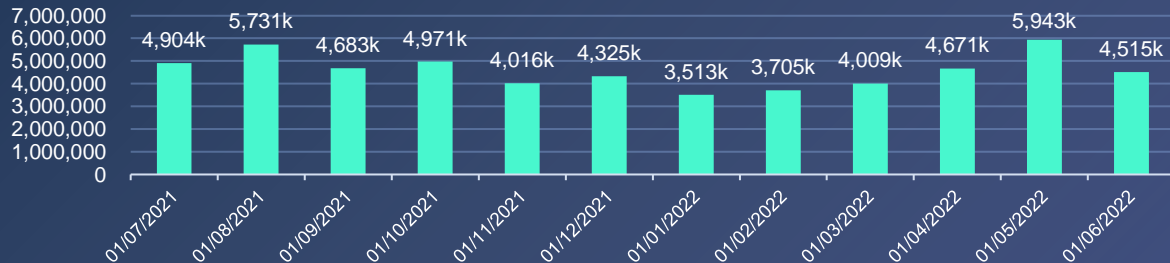
## DAILY VISITS



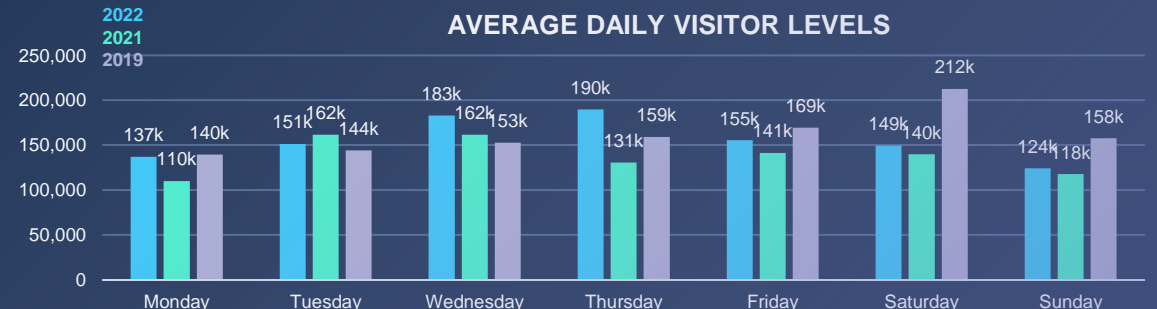
## AVERAGE VISITS BY HOUR



## TOTAL VISITS BY MONTH

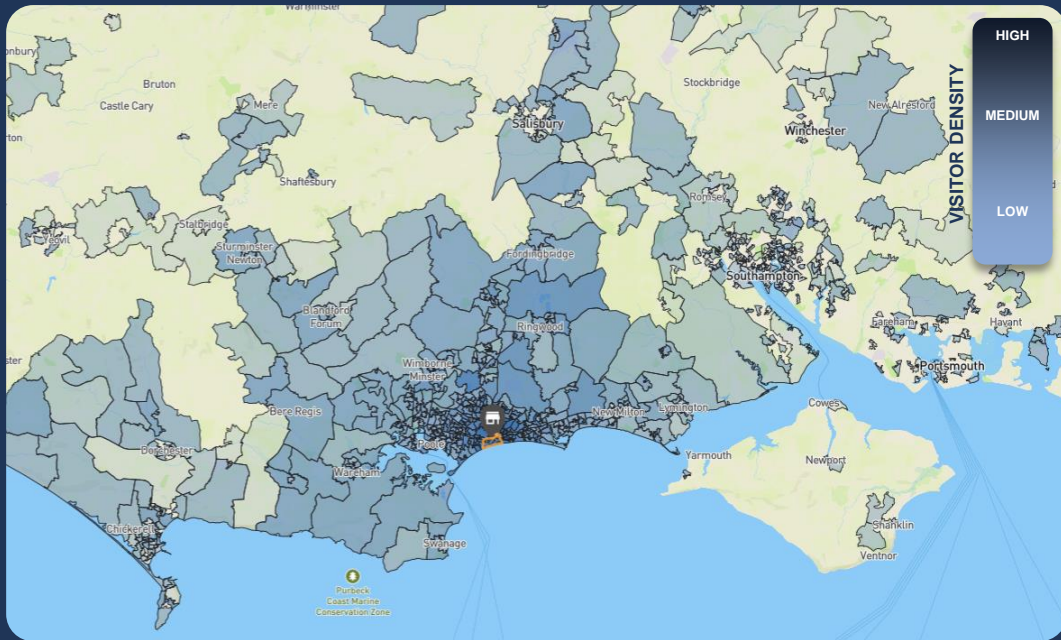


## AVERAGE DAILY VISITOR LEVELS

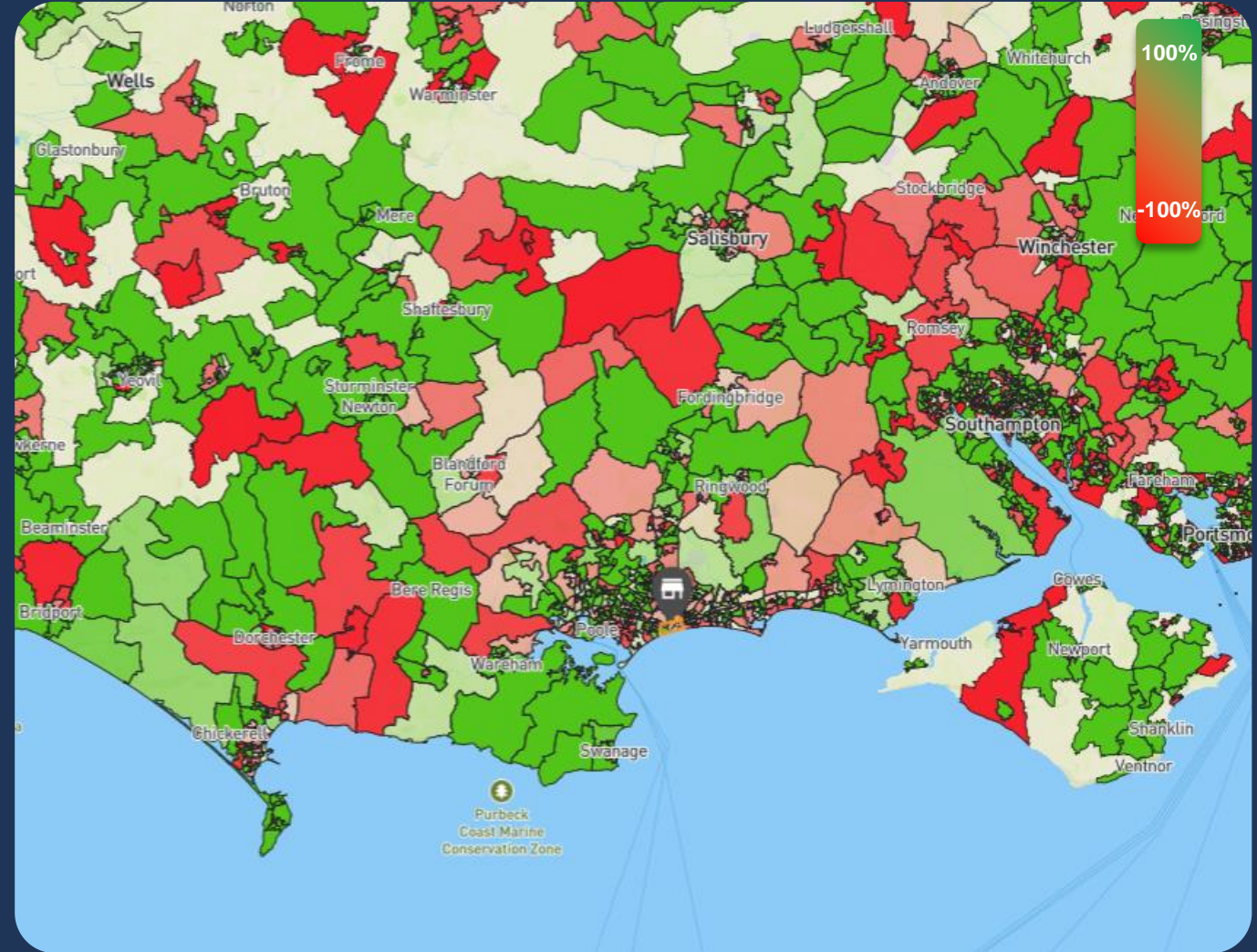


# BOURNEMOUTH CATCHMENT — JUNE 2022

## VISITOR CATCHMENT JUNE 2022



## CHANGE IN VISITORS JUNE 2022 VS 2019



## VISITOR VISIT FREQUENCY (%)

